



STRATEGIC PLAN



DRESSAGE



ESNZ DRESSAGE

INTRODUCTION

We are a not for profit organisation, delivering return on investment to our valued commercial, philanthropic and performance partners.

We are committed to athlete engagement and advocacy.

Dressage NZ is a discipline of Equestrian Sports NZ, which is administered under ESNZ By-Law 17, the Rules for Administration of Dressage NZ. The Dressage NZ Board serves as the governing body of the Discipline and is supported by the Dressage Sport Manager, the Events Manager & Marketing Assistant, and the Series Points Coordinator. The Board convenes approximately eight times annually. The full committee meets twice a year, once at the April Planning Forum and again in conjunction with the Annual Meeting Conference in June or July.

THE BOARD

Chair - Sue Hobson (E)

Vice Chair - Sarah Hazlewood (Finance)(A)

Board - Suzanne Inglis (Technical/Rules) (A)

Andrea Raves - Training (E)

Mura Love - Judges Officer (E)

Christine Latch - Marketing & Comms (A)

Wendy Hamerton - Manager, Dressage – Board Secretary

There are also several sub-committees and individuals Elected or Appointed for specific purposes, such as the Technical Committee, Judges Sub-Committee, National Selectors, Steward General, North & South Island Rider Representatives, North & South Island NEC Representatives, and 9 Delegates to the ESNZ AGM.

ABOUT US

ESNZ Dressage organizes dressage competitions nationwide, with 20 ESNZ Area Groups and various affiliates hosting 180 events, including the FEI Dressage World Challenge, South Island Championships, U25 National Championships, Open National Championships, and supporting the Horse of the Year Show.

Participants can choose from a wide range of classes, including those for Under 12s, Masters, and all other age groups.

With 180 events on the calendar, individuals can participate in dressage at their preferred level

VISION STATEMENT

To support and enable correct training to ensure that a wide variety of horses and riders can participate and achieve harmony and beauty in the sport, from pony to podium. We aim to create a world-class dressage competition and support structure and culture that accommodates all equestrian athletes.





To raise the profile of the sport of Dressage in New Zealand through showcasing and promoting the beauty and athleticism of the sport, encouraging new riders including via pony club and riding clubs.

- **Work in alignment with the ESNZ HP team to ensure athletes can prepare, qualify and perform in international/global equestrian events, including the World Equestrian Games and the Olympics.**
- **Align and communicate clear selection policies, pathways, and nomination and selection processes to HP pathways**
- **Develop capability and promote excellence across leadership, Board, staff and team support to achieve the highest quality team delivery.**

OUR VALUES AND CULTURE OF MANAAKI

(verb) to support, take care of, give hospitality to, protect, look out for – show respect, generosity and care for others.

Tautoko

Support

Whakakoha

Respect

Whakatapua

Dedication

Te orange

Wellbeing

Ngākau Pono

Integrity

Te mahi takaro

Sportsmanship

Kairangatira

Excellence

Aumaiui

Empathy

Hautūtanga

Leadership

Te whakauru

Inclusion

Pohonui

Pride

Te tipuranga

Growth

Mahi

Perform



Develop capability and promote excellence across leadership, Board, staff and team support to achieve the highest quality team delivery.

- **Board members to attend Governance training – utilise Board Pro and Sport NZ resources**
- **Build a robust induction process for new Board Members, aligned with the ESNZ Board Induction programme.**
- **Initiate succession planning for key roles within the organisation**
- **Mentor and peer training, sharing of knowledge and experience, document processes and procedures (“under the bus” mindset)**



Volunteers managed more effectively to retain and build numbers and avoid burnout.

- **Actively seek Young Riders and new riders to join our supportive, inclusive Organisation for them to follow pathways that enable riders, officials, staff and volunteers to reach their goals and enjoy the sport of dressage.**
- **Work with/ become a member of “Volunteering NZ” and utilise their resources (Peer Mentoring; Training programmes; Media and Marketing resources to celebrate volunteers within our sport.**



Dressage NZ to take the lead in developing an Equine Welfare charter, policies and processes, aligned with the ESNZ One Voice Charter for the Horse

- Ensure that Dressage NZ is internationally recognised for our Horse (and Rider, Officials and Volunteers Welfare program.
- Ensure that Stewards and Officials are trained in implementing the processes to ensure behaviour and performance standards align with the Equine Welfare Charter.
- Riders, owners and supporters understand the importance of the Equine Welfare Charter and their responsibilities.
- Provide access to best practice education and training via the DNZ/ ESNZ website and FB pages

Mission STATEMENT



DRESSAGE

We prioritise the welfare of both horse and rider in all that we do. Additionally, we aim to promote excellence in horsemanship and sportsmanship through fair competition and community involvement.

To empower athletes and teams to compete and excel while maximizing the positive impact of the human-horse relationship. We aspire to build lasting partnerships with businesses that share our values and passion for the sport of Dressage.



Achieve financial stability by increasing membership and sponsorship

- **Apply for sector funding where available**
- **Attract and retain members by ensuring we offer world class systems, processes, education and events in the sport of Dressage**
- **Secure long-term sponsors**
- **Ensure financial stability by increasing membership and sponsorship**

Short Term Goals

- 1. Present draft Equine Welfare document to DNZ Conference and Committee meeting – July 2024**
- 2. Secure funding to provide admin support/resource for the Sport Manager**
- 3. Upgrade and deliver ESNZ Coaching programme -**
- 4. Develop Seminar/resource library for Members**
- 5. Secure Prime Ministers Scholarships for five Officials**
- 6. Achieve 10% increase in membership by 2026, by offering more “why” / value**

Mid Term Goals

- 1. Send a LA 2028 OG qualifying TEAM to WEG Aachen 2026**
- 2. Assist three more officials to achieve International level (judges & stewards)**
- 3. Assist 10 more riders to achieve 70% or higher at FEI level**
- 4. Assist 20% more riders to gain 70% in Advanced Medium and above**
- 5. 10% more ESNZ registered coaches by end of March 2025**

Long Term Goals

- 1. Top eight team finish at the 2028 Olympics in LA**
- 2. Financial sustainability is achieved which enables more investment in delivery and development of the sport in NZ.**